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**TELECOPIER TRANSMITTAL FORM**

**DATE:** March 1, 2004  
**TO:** Examiner Daniel Lastra  
**FIRM:** USPTO, Group Art Unit 3622  
**FAX #:** (703) 872-9306  
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**FROM:** Jon A. Gibbons

**TOTAL NUMBER OF PAGES: 18  
(INCLUDING THIS PAGE)**

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**MESSAGE:**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Applicant(s):** Reiner KRAFT et al.

**Serial No.:** 09/757,901

**For:** *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH  
INTEGRATION OF PHYSICAL LOCATION USING GPS*

**Enclosed are the following:**

Transmittal letter (1 pg.); and Response With Amendment (16 pgs.)

**Docket No.:** ARC9-2000-0048-US1

**110-A00-005**

**March 1, 2004**

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# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of : Atty. Docket No. ARC9-2000-0048-US1  
 Reiner KRAFT, et al. : Group Art Unit: 3622  
 Serial No. 09/757,901 : Examiner: Daniel LASTRA  
 Filed: January 10, 2001 : Confirmation No. 8326

For: *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH  
 INTEGRATION OF PHYSICAL LOCATION USING GPS*

## TRANSMITTAL

### MS NON-FEE AMENDMENT

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

SIR:

Transmitted herewith is a response with amendment in the above-identified application:

☒ No additional filing fee is required.

The fee has been calculated as shown below. *(Small entity fees indicated in parentheses.)*

CLAIMS AS AMENDED						
(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Claims Remaining After Amendment		Highest Number Previously Paid For	Extra Claims	Rate	Fee
Total Claims <i>(Small Entity)</i>	17	-	22	0	18.00 <i>(9.00)</i>	0
Independent claims <i>(Small Entity)</i>	3	-	6	0	86.00 <i>(43.00)</i>	0
Multiple Dependent <i>(Small Entity)</i>	0	-	0	0	290.00 <i>(145.00)</i>	0
Extension of Time Fee <i>(Small Entity)</i>	One Month \$110 <i>(\$55)</i>		Two Months \$420 <i>(\$210)</i>	Three Months \$950 <i>(\$475)</i>		0
Total						\$0.00

☒ The Commissioner is hereby authorized to charge any required fees to Deposit Account No. 09-0441.

Respectfully submitted,

Date: 3/1/04

By:

Jon A. Gibbons  
 Reg. No. 37,333

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